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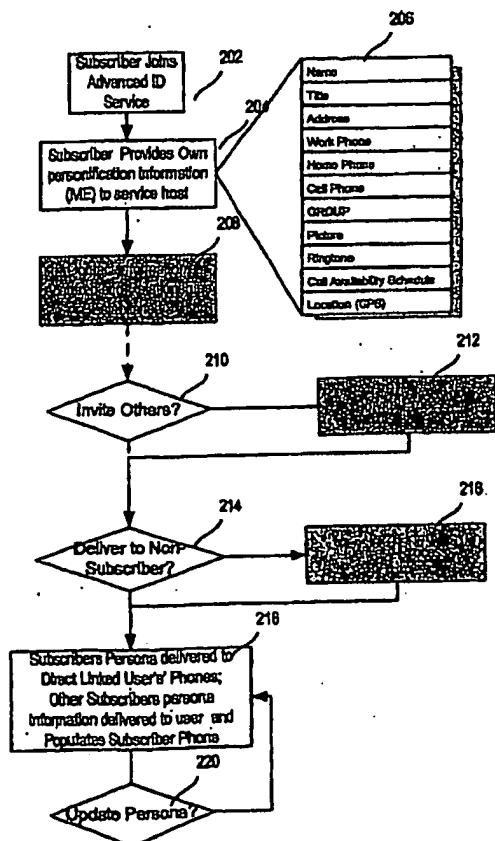
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(54) Title: ADVANCED CONTACT IDENTIFICATION SYSTEM



(57) Abstract: A system and method of advanced identification information to be created and distributed to users of wireless communication devices, such as mobile phones. Subscribers can define their own personas as collections of information which define the users. Subscribers can then publish their persona(s) to their friends' and associates' mobile phones, and update the others' address books with the subscriber's contact information. Users can specify different personas to be presented to different users.